Version: 9/19/2002

National Park Service
Internet/Intranet Publications Manual

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Web Publication Philosophy

Each park, division or program area in the National Park Service (NPS) producing World Wide Web (Web) publications should strive to highlight the significance and/or uniqueness of its resources while emphasizing the importance of a national system of parks. The overall goal of ParkNet (the NPS Internet presence) is to publish material that is relevant to our mission of stewardship, preservation, education and protection of public resources in order to build and enhance the public's sense of ownership. NPS Web publications should focus on the products, themes and messages that serve to establish and foster connections between parks, programs and people.

The NPS Web Support Center will approve and coordinate all requests for publication of ParkNet main-page features. Main-page features must center on an evocative and compelling story, theme or message from a park or program. Authors must submit timely requests for publication to the NPS Web Support Center, providing a schedule for testing and review of Web materials prior to final publication.

Information on agency or office structure, function, plans, goals, initiatives, etc. should not be posted as ParkNet main-page features. This type of information should be placed, instead, in one of the five ParkNet departments (Links to the Past, NatureNet, Learning Place, InfoZone, Visit Your Parks), or to the NPS Intranet site, as appropriate. Main page features are designed to reinforce the connection between parks, programs and people by using messages that emphasize:

- Special Places - America's natural, historic and cultural heritage;
- Meaningful Experiences - Create meaningful experiences through Parks and within communities;
- Protection - Guarantee that these places and their cultural and natural resources will always be there.

This level of continuity must be maintained across all of ParkNet.

Parks and offices are encouraged to expand their presentations beyond the basic home pages. These expanded sites must follow the existing standards but authors are free to create appealing, compelling designs. Employees, volunteers or contractors (for hire or as donation) can create additional material. The ParkNet Web Team strongly encourages employee authorship for several reasons. Most important is the guarantee that the content meets the high NPS interpretive standards already in place for traditional publications. Additionally, employees benefit from the experience of authoring electronic publications. This will eventually increase the knowledge base for Web design throughout the Service.

Definitions

"Web Content Author" (or "author") is the individual, team, or office primarily responsible for the intellectual content of an Internet or Intranet publication (creator, writer, editor, etc.) "Web Resource Producer" (or "producer") is the individual or group responsible for handling the technical aspects of Internet/Intranet publication, including, but not limited to, HTML coding, posting, modifying, and/or creating Web materials.

Target Audiences
The target audiences for information published by the NPS on the Internet are:

- the general public, seeking recreation and tourism information about NPS units;
- the academic and scientific communities, including students and scholars of all ages;
- opinion makers, including Congress, journalists and others involved in shaping national opinion regarding the NPS mission;
- NPS staff and partners.

1. Partnerships and Agreements
All agreements and/or partnerships that involve public NPS Web resources or content must be reviewed by the NPS Web Support Center to ensure that those agreements comply with current NPS Web policy and ParkNet server technical capabilities.

2. ParkNet Web Team

2.1 The ParkNet Web Team Organizational Structure

Web Support Center
Steve Pittleman, - ParkNet Development Director/ NPS Webmaster
Wendy Davis - ParkNet Education Specialist
Tom Davies - Writer/Editor & Web Training Coordinator
David Duran - ParkNet Systems Administrator
Ken Handwerger - Data Developer
Tim Cash - Computer Specialist

National Program Coordinators
Terry Childs - Links to The Past (www.cr.nps.gov)
Jen Coffey, - Nature Net (www.nature.nps.gov)
Leslie Armstrong - NPS Geographic Information Systems (GIS) Coordinator
Amalin Ferguson & Kass Evans - NPS Library Sciences Program Coordinators

Regional Web Coordinators:
Alaska: Joni Piercy
Intermountain: Phil Zichterman (Rocky Mountain), Neal Herbert (Colorado Plateau), Judy Chetwin (Southwest)
Midwest: Janet Lang
National Capital: Patrick Gregerson
Northeast: Tom Davies
Pacific West: Eugene Fleming (Pacific Great Basin), Tom Fake (Pacific Islands), June Jones (Columbia Cascades)
Southeast: Walt Allen, Steve Seven (Appalachian)

2.2 Web Support Center Responsibilities
To ensure continuity of ParkNet information, the ParkNet Web Team exercises editorial oversight at various levels of the Internet publication process, and will provide technical/professional guidance and support, as follows:

- establish the overall design, editorial, and electronic format standards for ParkNet; ParkNet home page; ParkNet department home pages (Park Smart, Nature Net, Info Zone, Links to the Past); and park, office and division "index"/entry homepages;
- coordinate ParkNet and ParkNet department feature articles, and park and program pages (general information page);
- coordinate with Support Offices and Regional Offices on development of NPS Intranet;
- promote and sponsor Service-wide Web authoring workshops;
- promote and coordinate Web applications for linking, and centralizing access to, NPS information on the Internet/Intranet, across formats and program areas (e.g., GIS and library databases, etc.).

2.3 Regional Web Coordinators
The proactive participation of Regional Web Coordinators is necessary to ensure the success of ParkNet as a professional NPS publication medium. The Regional Web Coordinators represent the first point of contact for park

authors wishing to publish on ParkNet.

The Regional Web Coordinators will be responsible to:

- work cooperatively with NPS authors to ensure that all NPS Web publications contribute favorably to the professional look and feel of ParkNet;
- ensure that parks and offices clearly understand the ParkNet design and editorial standards;
- encourage NPS Web authors to focus on their resources as opposed to their administrative hierarchies;
- identify potential links between park and office content within the Service;
- clearly convey ParkNet policies;
- monitor, review and/or be aware of the ParkNet content produced within each of their Regions;
- coordinate and/or provide regional NPS Web design training opportunities;
- ensure that every park in their regions has a standard, up-to-date index/entry page.

2.4 Responsibilities of ParkNet Web Content Authors
ParkNet is a distributed system that includes the participation of many authors from diverse disciplines working throughout the country. ParkNet Web content authors are largely responsible for editing their own content so that it meets the standards of, and is harmonious with, other ParkNet publications. All ParkNet Web content authors must be actively responsible for keeping the information for their parks or programs current through regular reviews and updates. In addition to adhering to the minimum ParkNet publication and information standards, ParkNet authors should check their work against the following criteria:

- Do other sites on ParkNet already provide the content (i.e., is it redundant)?
- Does the content address the needs of an identified ParkNet audience?
- Does the content focus on the park or program's products, themes or messages?
- Is the content accurate?
- Does the content reflect positively on the NPS and ParkNet?
- Is metadata supplied for all HTML documents and other digital resources as specified in this manual under section 9.2 NPS ParkNet Style Elements and Metadata Formats?

2.5 Responsibilities of Web Resource Producers
Authoring and maintaining documents on the Web requires an understanding of Web mechanics, as well as the principles and realities of hypermedia. Since documents on ParkNet are linked to one another, Web resource producers should take care to adhere to the standards covered in this document.

- Are all pages accessible in accordance with Section 508 of the Rehabilitation Act?
- Is the site designed for ease of navigation?
- Are all the links valid and do all links to non-NPS servers use the Intercept Script (provided in this manual under section 9.3 Links)?
- Are all graphics optimized for shortest download time consistent with maximum possible visual quality?

3. Publication Content Standards and Procedures

3.1 Getting Started
Each prospective Web Content Author should, contact his/her local Web Resource Producer and Regional Web Coordinator when getting started and continue working with them throughout the publication process. Web content authors creating content for ParkNet departments (InfoZone, Park Smart, Links to the Past, NatureNet) should work through the appropriate ParkNet Web Team member. If you are in a park or division that is not presently represented by a coordinator, you may send an e-mail message to the NPS Webmaster. All authors are free to contact either the NPS Webmaster or other members of the Web Support Center with questions or problems.

The Web Helpdesk at http://inside.nps.gov/helpdesk is the gateway for information about policies, accessibility, training, web statistics, etc. Visit often.

The NPS Webmasters' Listserv is a great way to stay informed about NPS web developments. Messages show up in your e-mail inbox. Send a e-mail to majordomo@webmail.itc.nps.gov. If you are on ccMail, you must first address to

NP-INTERNET then enter the address; Lotus Notes users just use the address given above. Skip the subject line. In the body of the message type "Subscribe webmasters." News about pending or existing outages, virus attacks, updates to Park Profiles, questions, answers, etc are found there.

3.2 General Design History of NPS Web Home Page

The National Park Service's presence on the World Wide Web began in 1994 as a grass-roots effort by a small group of employees who wanted to make park information available on the newly emerging Web. In 1996 the NPS implemented a major redesign of the official NPS Website, and "ParkNet: The National Park Service Place on the World Wide Web" was adopted as its official name. With Park Profiles, the look and feel of the site has evolved and will continue to evolve to better serve our audiences.

Under the ParkNet umbrella, there are five main departments: InfoZone, Links to the Past, NatureNet, Park Smart (formerly the "Learning Place") and Visit Your Parks. Taken together, these five departments provide the framework for all public information provided by the NPS on ParkNet. As part of the design contract between the NPS and Interactive Bureau, Inc., a style guide was initiated. This evolving guide is designed to assist NPS authors in developing Web presentations and to ensure that a common "look and feel" is maintained across ParkNet.

3.3 Content Standards

All Web submissions must adhere to the following minimum standards:

- All entry pages must meet the requirements set in this manual under section 9.1 - Content Requirements.
- Each page must bear the date of last modification and must identify an author or contact person (with a valid NPS e-mail address) in the body of the document. For pages that together make up a single, larger unit (i.e. feature articles, multimedia presentations, etc.), only the beginning page is required to incorporate these references. However, all subsidiary pages must provide easily accessible links to their respective beginning pages to facilitate site navigation.
- Each page must have a valid title that includes the park or office name as well as content description (64 characters maximum); park designations may be abbreviated.
- Linking to outside servers will be permitted only when there is a direct relationship between the originating ParkNet material and the material on the external server to which it links. All external links from ParkNet pages will use an Intercept Script (provided in this manual under section 9.3 Links). There will be no exceptions. (See section 5 ParkNet Links and part 9.3 Links for more specific guidance.)
- All submissions must comply with NPS policies regarding the Privacy Act and collection of personal information, as stipulated in this manual under section 8 - Legal Aspects of Electronic Publishing on ParkNet.

3.4 Program Office, Park and Division Homepages

In order to reinforce the National Park Service agency image on the Web, and to apply the tenets of the Message Project, it is necessary to maintain a common "look and feel" for all Web presentations produced by units, program offices and divisions of the National Park System. The present homepage for each of these units is the main entry page, or "index.htm" page. Ongoing and timely maintenance of the unit's main entry page is a prerequisite for having write access to that unit's file directory on the ParkNet server. The Profiles system of database-driven templates ensures easy access and consistency site-wide.

Each park, division, and program office hosting a Web site on ParkNet must provide an easily located e-mail address to which public inquiries and error reports may be directed. All inquiries must receive timely and appropriate responses. A general statement may be used to inform the public of the average response time or of the frequency with which e-mail is read. E-mail from the public should not be retained unless it is considered a matter of administrative record (complaint, hazard warning, law enforcement issue, etc.) by the receiving park or program office. In these cases the e-mail record must comply with all appropriate FOIA guidance.

In addition to the main "index" page (i.e., index.htm), each park, office and division should publish additional pages ("Expanded Unit Pages") describing the purpose for which the component was established and the significant resources and values that it preserves. For example, additional pages could briefly describe the major natural and/or cultural resources of the park, and the significance and context of those resources along with information on what the park is doing to manage, preserve, and protect those resources. Information that may compromise protection of sensitive resources may not be included. Expanded unit Web sites will be linked from the main "index" page. The first additional page will be named home.htm and all subsequent pages will be linked from there.

Authors must ensure that all copyright and privacy issues related to any posted material, especially manuscript

material, photographs, sound files, artwork, satellite imagery, etc. be resolved before posting. Reminder: most photographs from NPS brochures are copyrighted for print media only. You cannot scan and post these images without appropriate permissions. If you are in doubt, contact the NPS Webmaster or David Gilbert at the Harpers Ferry Center (HFC).

4. Use of Non-NPS Authors
Realizing that resources for in-park or other NPS-based authorship may be limited, pages may be created by outside sources and then purchased as work for hire or donated to the NPS for posting on official NPS servers. Donors or contractors must adhere to ParkNet publishing standards. Per Director's Order 21: Donations and Fundraising, parks and offices may recognize donors for their work on ParkNet Web presentations. As with other contracted work, all information donated to the NPS for publication on ParkNet is the sole property of the NPS and shall become public domain. Parks and offices accepting donated materials for ParkNet must have clear knowledge of the copyright status of all donated content before it is officially released.

Those parks or offices wishing to do a Request For Proposal (RFP) to purchase or accept donated Web publication efforts must follow these precepts:

- state clearly that all work is either for hire or donated and all content is to become the sole property of the NPS;
- in the case of a work for hire, indicate that the NPS will not provide corporate recognition on ParkNet pages or in the HTML code (see FAR Part 52, 52.227-17 Rights in Data - Special Works for specific reference);
- in the case of a donation, indicate that corporate recognition is permissible (in accordance with Director's Order 21: Donations and Fundraising), but any embedded links to commercial corporate sites must be deactivated.

5. ParkNet Links, Standard Disclaimers & Logo Use

5.1 General Rules
Linking to servers outside the NPS will be permitted only when there is a direct relationship between the originating ParkNet material and the material located on the external server.

Links to commercial or nonprofit sites are allowed only under an approved fundraising relationship, or in acceptance of a donation, as described in Director's Order 21: Donations and Fundraising. All links to non-NPS Internet sites must follow the guidance under Director's Order 21 with regard to appearance and ethics. It is highly recommended that fundraising agreements include specific language addressing links and material to be posted on NPS Web sites.

A link to a standard disclaimer statement governing privacy and external links will be displayed on the ParkNet homepage and all park and program profile pages. The placement of a disclaimer will be accomplished at the server administrative level. Additionally, authors may use one of the existing intercept scripts available on the server as outlined in section 9.3 Links for proper Intercept Script syntax. (Dreamweaver objects that facilitate insertion of proper intercept scripts are available on the NPS Web Helpdesk at www.nps.gov/helpdesk/training/objects/).

5.2 Links with Park Cooperating Associations
Existing agreements, between the NPS and cooperating associations, state that reasonable workspace and storage space will be granted from the NPS to accommodate a cooperating association. The same will apply on ParkNet. The ParkNet Web Team will provide reasonable server space for cooperating association Web pages. Customized domain names or Web addresses will not be provided.

These Web pages may be designed and maintained by cooperating association staff, contractor or park staff (decision to be made at the park level). Printable order forms may be provided to allow orders to be telephoned, faxed or mailed. The ParkNet Web server is unable to provide secure transactions; therefore, credit card transactions may not take place. NPS cooperating association liaisons should contact the ParkNet Webmaster for guidance.

5.3 Links with NPS Concessionaires
Linking from a park page to an official concessionaire will be permitted with the use of the appropriate Intercept Script (provided in this manual under section 9.3 Links). The concession page must have a direct relationship to the concession facilities in the park (or parks, in the case of multi-concession contracts).

5.4 Tourism-related Links
Linking to state or local Chamber of Commerce or city, state, county Tourism Office Web sites is permitted provided the appropriate intercept is included. This is an excellent way of disseminating local information.

5.5 Software Links
Linking to software manufacturers will be restricted to those offering free software programs required for viewing NPS-hosted content (e.g., Adobe PDF, Real Audio Player, etc.) but display of corporate logos is not permitted. If you are considering using a software application not currently used on ParkNet, contact the NPS Webmaster before you begin work.

5.6 Commercial Site Links
To prevent the appearance of government endorsement, linking to commercial servers for which there is no official direct relationship of material will not be permitted.

Links to commercial or nonprofit sites are allowed only under an approved fundraising relationship, or in acceptance of a donation, as described in Director's Order 21: Donations and Fundraising. All links to non-NPS Internet sites must follow the guidance under Director's Order 21 with regard to appearance and ethics. It is highly recommended that fundraising agreements include specific language addressing links and material to be posted on NPS websites.

5.7 Logos
Use of logos for commercial products or non-NPS organizations is not permitted on NPS Internet sites unless an approved fundraising relationship or formal acceptance of a donation is in place, as described in Director's Order 21: Donations and Fundraising.

It is highly recommended that fundraising agreements include specific language addressing use of corporate logos posted on NPS websites. Logo placement and appearance must adhere to specifications stipulated in this manual under 9.2 NPS ParkNet Style Elements and Metadata Formats.

6. Internet Connections
NPS employees attempting to get an official connection to the Internet and the Web should first contact their local or Regional Information Management Office to determine the proper connection alternative and to determine the time line for connecting their office.

7. Servers and Hosting of ParkNet Content

7.1 General Rule
It is in the NPS interest to ensure the accuracy and accessibility of official NPS information available via the Web. The only way we can assure our Web visitors that they are getting official NPS information is by hosting that information on ParkNet servers. Therefore, it is strongly recommended that all official NPS content be served from NPS servers. The ParkNet Web Team will ensure that the agency has ample disk space to accommodate all NPS content for the Web.

The less preferred alternative to the above would be to have park pages created and maintained on non-NPS servers. This is not recommended because:

- park pages would be inaccessible to ParkNet search engines;
- the park would be dependent on outside resources to maintain and guarantee the accuracy of NPS information;
- there would be no binding contract already in existence to ensure compliance with NPS/ParkNet editorial, design and publishing standards - the external Web hosting organizations could do whatever they pleased in this regard;
- it would be difficult to enter into a contractual agreement with outside sources to ensure compliance with existing NPS/ParkNet editorial design and publishing standards.

If this is the alternative that the park or office wishes to pursue, it must be coordinated through the Web Regional Coordinator who, in turn, will contact the ParkNet Webmaster.

7.2 Getting a File Transfer Protocol (FTP) Account on ParkNet Servers
FTP access is restricted to secure password authorization from the NPS Webmaster. Anonymous FTP will not be supported on www.nps.gov.

Individual park or program users are configured so write access is only permitted in their home directory.

Only one login ID per park, division or program office will be assigned. Each Regional Web Coordinator, upon request,

will have copies of login IDs for the parks located in his/her region.

Passwords will be issued by the NPS Webmaster (or designee) and will be no less then 6 randomly generated characters.

Passwords will be issued via NPS e-mail to NPS employees, no telephone requests will be accepted.

ParkNet web authors are responsible for safeguarding their park password. Parks or Programs that choose to have their web pages updated by a volunteer must have completed the necessary NPS VIP enrollment documents. The decision on whether to share a park or program office password with a VIP or Contractor is that of the park or program official. Immediately notify Steve Pittleman and your Regional Web Coordinator if you suspect your password has been compromised or to request a new password if there is a personnel change.

7.2.1 FTP Software
Any FTP client that will support addressable remote-ports may be used.

7.3 ParkNet Server File Directories
Each park or office may have write authority over a designated file directory on a ParkNet server. Park file directories have already been created and are named according to the official NPS four letter alpha codes. Contact your Web Regional Coordinator if you need to create additional top-level directories on a ParkNet server.

7.4 Establishing an Official NPS Web Server
All NPS Web servers (both Intranet and Internet) must be registered with the NPS Web Support Center and the ITC-DENVER Network Management Office. Establishing a Web server open to public access requires a responsible approach and a long-term commitment. Once started, the activity must be maintained on a continual basis, with appropriate levels of human and computer resources allocated -- NPS public sites must be accessible 24 hours a day, 365 days a year.

Those parks, offices and programs wanting to implement official NPS Web servers must:

- have the approval of the park superintendent, or office, program or center manager;
- identify those employees or contractors responsible for maintaining the server 24 hours a day, 365 days a year;
- perform timely backups of data;
- have basic security procedures in place to guarantee the safety of the server from outside attacks;
- be actively responsible for keeping their information current through regular reviews and updates;
- coordinate with ParkNet Web Support Center to ensure successful integration of the new server into ParkNet.

7.5 Establishing NPS Internal Web Servers
Use of NPSNET for dissemination of information agency wide is becoming standard practice as more and more offices and parks connect to it. By using NPSNET, NPS employees, parks and offices can publish their information agency wide via the Web at a fraction of the cost associated with traditional publications and information media.

The ParkNet Web Support Center has established and will maintain an NPS-only Web server (the NPS Intranet) for agency wide use. Parks and offices are encouraged to use this primary NPS Intranet server. However, some parks and/or offices may have legitimate need to establish their own Intranet servers.

8. Legal Aspects of Electronic Publishing on ParkNet

8.1 Protected Information
Information that is considered confidential or protected under the law will not be posted on an Internet or Intranet Web site. This includes information protected under the Freedom of Information Act, Privacy Act, Archeological Resource Protection Act, Native American Graves Protection and Repatriation Act, the National Parks Omnibus Parks Management Act of 1998, National Historic Preservation Act, and any other applicable laws. (See Director's Order 67: Protected Resource Information.)

8.2 Privacy Disclosure Statements
In accordance with the Office of Management and Budget (OMB) Memorandum (6/2/99) on Privacy Policy, all public Web servers must prominently display a Privacy Disclosure statement. All publicly accessible NPS Web sites must

display a link to the approved ParkNet Privacy Statement on all top-level entry pages. Posting a privacy policy ensures that individuals have been given notice and choice about how their personal information is handled when they use ParkNet; thus, they are able to use ParkNet with confidence. (See part 9.6 Privacy Disclosure Statements under section 9. Technical Specifications in this manual for further guidance.)

8.3 Collection of Personal Information
Information collected over the Web pertaining to specific individuals falls within the scope of the Privacy Act and thus needs to be reviewed to determine whether or not a "system of records" is being created, per Privacy Act definitions. Contact your Freedom of Information Act Officer for further instruction regarding application of the Privacy Act to this information. (See part 9.7 Collection of Personal Information under section 9. Technical Specifications in this manual for additional guidance.)

Additional information on critical legal elements related to responsible electronic publishing include:

- Copyright; Fair Use;
- Intellectual Property Rights;
- Use of Model Release Forms;

Web sites related to Cyberspace Law include:

- UCLA Online Institute for Cyberspace Law and Policy - http://www.gse.ucla.edu/iclp/hp.html
- "Cyberspace Law for Non-Lawyers" Course Archive - http://ftp.eff.org/pub/Legal/CyberLaw_Course/

9. Technical Specifications

9.1 Content Requirements
The ParkNet site on the Internet World Wide Web serves as the NPS electronic reading room in fulfillment of the Electronic Freedom of Information Act Amendments of 1996 (EFOIA). The following documents, or their equivalents, have been determined to fall within the specific requirements of EFOIA (5 USC 552(2)); therefore, it is required that they be posted on ParkNet.

(1) Under 5 USC 552(2)(b), "those statements of policy and interpretations which have been adopted by the agency and are not published in the Federal Register":

- Final versions of major park planning documents, including General Management Plans, Operations Plans, and any other plans that document park policy and management decisions. These documents should be posted as expanded pages on the appropriate unit's ParkNet site; posting is the responsibility of the park superintendent.
- NEPA documents, including Environmental Impact Statements, Environmental Assessments, and Findings of No Significant Impact. These documents should be posted as expanded pages on the appropriate unit's ParkNet site; posting is the responsibility of the park superintendent.

(2) Under 5 USC 552(2)(c), "administrative staff manuals and instructions to staff that affect a member of the public":

- Service-wide Management Policies, Strategic Plans, Director's Orders, and handbooks and guidance that accompany Director's Orders. These are the responsibility of the appropriate headquarters program office.
- "Park Compendiums" or other similar legally required documents that list superintendent-authorized decisions that affect the public, such as opening and closing hours, open and closed park areas, etc. These documents should be posted as expanded pages on the appropriate unit's ParkNet site; posting is the responsibility of the park superintendent.
- Any superintendent directives and guidance to park staff that affect the public. These documents should be posted as expanded pages on the appropriate unit's ParkNet site; posting is the responsibility of the park superintendent.

(3) Under section 5 USC 552(2)(d), "copies of all records, regardless of form or format, which have been released [under FOIA] and which, because of the nature of their subject matter, the agency determines have become or are likely to become the subject of subsequent requests for substantially the same records":

- Documents that were released in response to a FOIA request and that are known to be of high and continuing public interest. This category might include such documents as contracts, agreements with partners or other agencies, or any documents that involved controversy or a public commenting process.
- Other requirements and recommendations for information to be posted to ParkNet, as determined by the Associate Director for Professional Services.

Requirements of the National Parks Omnibus Management Act of 1998

The ParkNet site on the Internet World Wide Web will be used to comply with Section 104 of the National Parks Omnibus Management Act of 1998 (P.L.105-391), which deals with park budgets and accountability found in park strategic and performance plans. The following documents, or their equivalents, have been determined to fall within these requirements; therefore, it is required that they be posted on ParkNet:

- The annual budget for each NPS unit will be listed on the unit entry page. It is recommended that the following budget information be published on expanded pages: funding allocations for resource preservation (including resource management); visitor services (including maintenance, interpretation and education, law enforcement, and search and rescue); administration. Included, as well, should be the allocations into each of the above categories of all funds retained from fees collected for that year, including (but not limited to): special use permits; concession franchise fees; and recreation use and entrance fees. These budgets should be posted following receipt of the appropriation for the unit from the Operations of the National Park System account, but no later than January 1 of each year.
- The 5-year strategic plans and annual performance plans for each NPS unit prepared pursuant to the Government Performance and Results Act of 1993 (GPRA) are to be posted on an expanded page.

Section 508 Requirements
Section 508 (508 statute html (http://www.usdoj.gov/crt/508/508home.html), 508 statute pdf (http://www.usdoj.gov/CRT/508/508law.pdf) requires that Federal agencies' electronic and information technology is accessible to people with disabilities, including employees and members of the public. NPS guidance can be located at http://www.nps.gov/access/.

9.2 NPS ParkNet Style Elements and Metadata Formats
In January 2002 WASO-ITC engaged the services of the design firm Dennis-Konetzka to assist in developing general style elements and guidance for ParkNet based on the findings of the NPS Messaging Project.

9.3 Links
Authors may use one of the existing intercept scripts available on the server for external linking. There are four different scripts from which you may select (see section 5. Links for guidance on choosing the appropriate script).

General Script is appropriate for all external links to non-commercial sites states "You Are Now Leaving ParkNet National Park Service Please note: The National Park Service does not control and cannot guarantee the relevance, timeliness, or accuracy of the materials provided by other agencies or organizations, nor does the NPS endorse other agencies or organizations, their views, products or services."

The script to use is as follows:

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<a href="/cgi-bin/intercept?http://xxx.xxx.xxx">
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Partnership Script is appropriate for links to NPS non-commercial partners with which we have a formal established relationship with a written agreement states "You Are Now Leaving ParkNet National Park Service Going to NPS "Partner" The National Park Service works with a wide array of nonprofit organizations, educational institutions, city, state, federal and tribal entities, as well as the private sector on projects and programs in parks and beyond park boundaries. This link takes you to one of them. The NPS does not control or guarantee the content, relevance, timeliness, or accuracy of the materials on this site, nor does the NPS endorse the organization, its views, products or services."

The script is as follows:

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<a href="/cgi-bin/intercept2?http://xxx.xxx.xxx/">.
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Corporate Partnership Script is appropriate for links to NPS commercial partners with which we have a formal established relationship with a written agreement states "You Are Now Leaving ParkNet National Park Service Going to NPS "Corporate Partner" The National Park Service works with a wide array of corporate partners on projects and programs in parks and beyond park boundaries. This link takes you to one of them. The NPS does not control or guarantee the content, relevance, timeliness, or accuracy of the materials on this site, nor does the NPS endorse the organization, its views, products or services."

The script is as follows:

<a href="/cgi-bin/intercept3?http://xxx.xxx.xxx/">

Concession Script is appropriate for links to all official NPS concessionaire sites states "You Are Now Leaving ParkNet National Park Service Going to NPS "Concessionaire" The National Park Service works with concessionaires to provide visitor services throughout the park system. This link takes you to one of them. The NPS does not control or guarantee the content, relevance, timeliness, or accuracy of the materials on this site, nor does the NPS endorse the organization, its views, products or services."

The script is as follows:

<a href="/cgi-bin/intercept4?http://xxx.xxx.xxx">

NOTE: Dreamweaver objects are available on the Helpdesk Training page to facilitate the insertion of appropriate intercept scripts. www.nps.gov/helpdesk/training/objects/

9.4 Page Counters
Due to the detrimental effects on server performance, page counters are not used on the ParkNet server. The NPS Webmaster maintains log file statistics for the main ParkNet server at www.nps.gov/statistics.

9.5 Privacy Disclosure Statements
In accordance with the OMB Memorandum (6/2/99) on Privacy Policy, all publicly accessible NPS Web sites must display a link to the approved ParkNet Privacy Statement, (http://www.nps.gov/privacy.htm) on all top-level entry pages. (See section 8.2 Privacy Disclosure Statements Submission Standards in this manual for more detail on where the Privacy Statement is to be used.)

9.6 Collection of Personal Information
The Department of the Interior lost a FOIA lawsuit recently that involved the names and home addresses of people who submitted comments on a proposed rulemaking. The Fish and Wildlife Service wanted to withhold the names and home addresses of commenters on a notice of proposed rulemaking concerning the reintroduction of the grizzly bear in the Bitteroot ecosystem (Alliance for the Wild Rockies, et al. v. Department of the Interior). This was challenged in U.S. District Court, and DOI lost. An appeal is being considered.

There are both long-term lessons and immediate instruction from the Department based on this court decision that should be known by any and all parks and offices that are involved in a process involving public comments. The Department's instruction as a result of this court decision is as follows:

"Litigation of this sort should be avoidable in the future if bureaus/offices follow Departmental policy concerning names and home addresses of rulemaking commenters. The Departmental Manual requires bureaus/offices to include a statement in the preamble of all rulemaking documents notifying prospective commenters that their names and home addresses generally are available to the public (see 318 DM 4, App. 2.11, for suggested language).

In light of the significance of the name and home address issue, the Department recommends that bureaus/offices add the public disclosure statement to the preamble of any Federal Register (FR) document seeking public comment, not only rulemaking documents. To ensure consistency and to avoid unnecessary appeals and litigation in the future, please remind your program offices, in particular those involved in the preparation and review of FR documents, of their responsibility to include this statement in FR documents soliciting public comments."

The Web site for the referenced Departmental Manual chapter is:

http://elips.doi.gov/elips/release/3208.htm

The Department also directs us to review October 24, 1996, guidance issued by Glynn D. Key, Associate Solicitor, Division of General Law, Office of the Solicitor (SOL), regarding FOIA requests for commenter names and home addresses:

http://www.doi.gov/foia/policy.html

The court opinion states that "The burden rests on defendants to justify their decision [to withhold]. The burden is not a light one. FOIA itself contains a general presumption favoring disclosure". This is consistent with the direction of the courts, the administration, and legislation over the past few years in interpreting FOIA.

The court in this case looked closely at whether or not the disclosure of names and addresses "would constitute a clearly unwarranted invasion of personal privacy," in accordance with FOIA Exemption 6. DOI's FOIA policy, as was conceded in court, recognizes that commenters generally do not expect that their names will remain confidential. The court also noted that the notice of proposed rulemaking made it "abundantly clear" in its notice that identities would not be concealed, and made no reference to any limitations on the public's ability to review the comments, including making the complete [paper] file available for inspection by appointment.

(end)

4/4/2002